

28 November 2023

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below;

Quotation No. TPB-PR.2023.11.334 -2nd Posting
PR No. 9.050

REQUIREMENTS: SERVICES FOR MEDIA MONITORING OF THE TOURISM PROMOTIONS BOARD'S GLOBAL AND LOCAL PROGRAMS

Quantity	Particulars	Estimated Unit Price	Estimated Total Amount
LOT 1	SCOPE OF WORK/SERVICES: 1.Track in real-time all media coverages, pickups and mentions acquired from both traditional and new media channels such as print, radio, television and online, capturing regional, national and international scope; 2.Monitor and listen to all major social media analytics, including Facebook, Instagram and Twitter; 3.Provide mileage measurement using PR and Ad values accepted locally and internationally; 4.Generate daily and monthly media mileage summary reports via email and web-based applications; 5.Generate media analytics based from the results of the media monitoring; 6.Compute the total media value of PR, Social Media Exposure, and Advertising efforts of TPB here and abroad as scanned by the agency and as submitted by TPB for computation; 7.Generate backtracked monthly report from January 1, 2023 until last day of the preceding month from issuance of Notice to Proceed; and 8.Generate final report and certification of media values generated by TPB in all its	PhP300,000.00	PhP300,000.00

	<p>programs and projects as scanned by the agency and as submitted by TPB for computation from January 1, 2023 – December 31, 2023. Report shall have attached breakdown of media value per project and per country.</p> <p>NOTE: TPB shall provide a list of projects, programs and activities for 2023, relevant links to publications, social media, and other relevant media sources for computation, that may or may not have been already scanned by the agency.</p> <p>INDICATIVE PROJECT IMPLEMENTATION SCHEDULE 15 December 2023 until 15 March 2024</p> <p>ADDITIONAL TECHNICAL/ELIGIBILITY REQUIREMENTS</p> <ol style="list-style-type: none"> 1. Company Profile 2. Submit SEC Registration Certificate with at least 10 years of experience in media monitoring. 3. Submit a list of print, radio, TV, and online (regional, national, and international) platforms/channels monitored by the firm. 4. Submit a Hard copy of a sample Media Mileage Report generated through the service. 5. Submit a list of Private and Government Clients delivered the same media monitoring requirements within the last three (3) years. (Provide Certificate of Completion, NOA/NTP and Contract) 6. Submit a trial Account for software demonstration. 		
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	LEGAL REQUIREMENTS 1. PhilGEPS Registration Certificate 2. Business/Mayor's permit 3. Certificate of Registration (BIR) 4. Notarized Omnibus Sworn Statement Attachments: 1. Technical Specifications Note: 1. All entries must be typewritten on your company letterhead. 2. Price Validity shall be for a period of <u>thirty (30)</u> calendar days.		
Terms	30 days upon receipt of invoice		
ABC	Approved Budget for Contract (ABC) is PhP300,000.00 inclusive of all applicable taxes		

Please submit your quotation and legal documents thru email at **genesis_lee@tpb.gov.ph** not later than **05 December 2023 on or before 1700H**, subject to the Terms and Conditions attached herewith, duly signed by your representative and stating the shortest time of delivery to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

Please be informed that the Tourism Promotions Board is evaluating our suppliers' performance based on these criteria: Quality (40%), Cost (25%), Timeliness (25%), and Customer Service (10%).

Thank you very much.



ROSSELLE D. ROMERO

Acting Head, Procurement and General Services Division
Administrative Department

Contact Person
Contact No.

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